

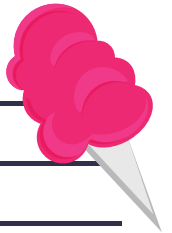
THE TOP 5 WORDING MISTAKES BUSINESSES MAKE



Have you made these mistakes? Pick an ad or web page and use this cheat sheet to make your piece more brain friendly!

1) Too Literal Don't be the nail salon with the 7 year old sign...

2) Too Boring Cotton Candy Grapes for the win!



3) Too Much Nope! Definitely not reading that, it's overwhelming.

4) Too Vague The one word that created a 38% increase in sales...

5) Too Confusing What is the 1 thing I am supposed to do?
